

To Each and Every One "Happy New Year"-1940

SIERRA MADRE NEWS

FOR 34 YEARS
this newspaper has been devoted to the welfare of Sierra Madre. It is home owned and has no other interest.

VOLUME 34, No. 15

SIERRA MADRE, COUNTY OF LOS ANGELES, CALIFORNIA

FRIDAY, DECEMBER 29, 1939

County Helps Recondition Water Beds

Deepening Of Settling Basins To Increase System's Efficiency

A steam shovel of the county flood control district waddled into the No. 1 settling basin of Sierra Madre's water system Wednesday morning and began tearing out about 3,000 yards of accumulated silt and sand, much of it deposited during the March 1938 storm. Though still able to handle the runoff of ordinary rains, efficiency of the system of settling basins had been considerably impaired by the mass of dirt that reduced the capacity of the first in the series of basins and in the event of a heavy or prolonged rain much water that would otherwise seep into the underground reservoir would have run off to the sea.

The job started Wednesday may be completed tomorrow and is expected to make the system 20 per cent more efficient than it has ever been since the basin was when it was constructed several years ago.

Presence here of flood control district trucks and a steam shovel engaged in rebuilding the Santa Anita channel and the fact that the flood control needed dirt in which it is engaged, made it possible for the city council to the mutual benefit of both the city and the county. Through Councilman Tom Schwartz and Supervisor W. A. Smith it was arranged that the city should have the use of a shovel, crews and trucks at a cost to the city not to exceed \$200, in return for which the county receives approximately 3,000 yards of silt and sand. The flood control district also benefits through the fact that the Santa Anita channel will not be clogged with this matter as it would be if the basin had not been cleaned out.

Engineers had figured that if the city did the job by contract or with its own crews, the cost to Sierra Madre would have been in excess of \$800. When it is completed the system will handle rains as heavy as the memorable March '38 storm with comparatively little loss of water.

Women Will Manage Thomas Institute

Mrs. Joanna McLaughlin and Mrs. Devi Tuttle of Los Angeles have bought and early in February will assume management of the Thomas Institute, established here in Sycamore place over 18 years ago by Dr. Earnest Thomas. The new owners are remodeling and redecorating the mountain-side institution visited by many movie celebrities and other persons well known in the news.

SLAUGHTER OF CIVILIANS BY JAPANESE IN CHINA TOLD BY CHINESE STUDENT HERE

5,000 Killed By Air Raid In Undeclared Manufacturing Center

A vivid description of the horrors of the war Japan is waging on the people of China and the wanton killing of thousands of civilians in air raids on undefended cities was brought to Sierra Madre by David Chao, Chinese student just arrived to major in electrical engineering in the upper division of Pasadena Junior College. While attending PJC he will reside here with his sister Doris at the home of Mrs. Nettie Honigbaum of Windsor Lane.

The young Chinese came directly from the interior capital, Chungking, where he witnessed the merciless raids of Japanese bombers when the city was fired by more than a thousand incendiary bombs resulting in the death of 5000 and serious injury to many thousands more.

Since that time, he says, most of the great government manufacturing plants and munition factories which had been moved from

Shuberts Contract To Produce Lee Shippey's Play

On Christmas day Robert F. Chapin, Charley King and Lee Shippey, authors of "The Great American Family," the comedy made from Shippey's novel of the same name, received Dramatists Guild contracts for the New York production of their play. The contracts were signed by J. J. Shubert for the Select Producing Corporation (the Schuberts).

On November 22 the Schuberts took a 30-day option on the play, with the understanding that they were to produce it at the Copley Theatre in Boston before deciding whether or not they sign a Dramatists Guild contract. The play opened in Boston on December 4 and after it had run a week the Schuberts offered to sign, but the authors and the producers have been haggling over terms of the contract ever since. The Samuel French Company, which will publish the play for amateur and stock company groups after its New York run, is acting as agent for the authors, and a contract suitable to all parties was not agreed on until December 22.

New Year To Be Welcomed With Song

Sierra Madreans To Greet 1940 At Parties And Church Service

With just about the whole population of Sierra Madre all set for an early start for Pasadena and the Tournament of Roses parade on New Year's morning for a close-up of the Wistaria Town float in the great pageant, the New Year will be welcomed at many midnight parties here, with many Sierra Madreans invited to welcoming parties at nearby, Pasadena and Los Angeles cafes.

Only one local church—Church of the Ascension—will hold a New Year's eve service. A Service of Song will be in progress there as the year 1940 arrives.

The senior and junior choirs will join in their annual program of special Christmas music which will include the Christmas songs and carols of many nations. Dean Bode will play a number of selections on the organ, among them Christmas music and some of his own organ compositions.

The soloists will be Mrs. Katherine Snow, Clarence Noshier and Jack Buchanan. Mrs. Frances Kitzman is the organist and choir director.

These New Year's eve services are a tradition with the Church of the Ascension. Quaint and interesting they are attended each year by many non-members of the congregation and the public is always made welcome.

Dean Bode will play appropriate music of his own, carols and other Christmas music at an organ recital at the Congregational church at 7:30 New Year's eve. Mrs. Wellington Snow, soprano, of Pasadena, will be the soloist.

At the Sunday morning service at the Congregational Church Rev. Arthur O. Pritchard has as his topic "The Past and Future."

the coast cities to the interior have again been moved from centralized areas and are now being operated in rural districts where there is less danger from air raids.

Among the Chinese people, states Mr. Chao, there is the most confident belief that they will eventually win the war, and everywhere one sees a slogan which proclaims this fact.

It is the opinion of Mr. Chao that nowhere in China is there a feeling of bitterness or hate among the people for the people of Japan, but only deep antagonism for their fascist government.

Nineteen-year old Mr. Chao is the son of Chao Yu Suo, Chinese civil engineer, who before his death during the bombing of Chungking, when it was impossible to obtain medical care, was in the employ of the Chinese Government on flood control projects.

After completing his studies in this country the student will return to China to give his services for the modernization of his country.

New Tournament of Roses Parade Route 5 Miles Long

PARADE ROUTE
 1. Huntington Dr. to Rose Bowl
 2. Rose Bowl to Tournament Park
 3. Tournament Park to Rose Bowl
 4. Rose Bowl to Huntington Dr.

CUT OUT AND TAKE THIS MAP TO PARADE AND GAME
 Holders of Football Tickets wishing to view Parade should park in Rose Bowl area or in area shown thus: [Symbol] and bring lunch.
 Police officers are on duty to help you get to parade on time, co-operate with them. Follow directional signs and overhead banners to avoid confusion and delay.
 People going to the Santa Anita Races should not attempt to go thru Pasadena but use Huntington Dr. or roads south of Huntington Dr.
 Only main thoroughfares are shown on map and there will be no parking on these streets.

Sierra Madre Has a Joyous Christmas

SIERRA MADRE entered whole heartedly into its celebration of Christmas and enjoyment of the holiday season, with more social gatherings, homecomings and family reunions than ever before. With the light from gaily decorated Christmas trees or Christmas candles shining from the windows of most homes, there were gay parties within and both on Christmas eve and after the arrival of Santa Claus there was open house in many homes. It was really Merry Christmas for Sierra Madreans whether they celebrated at home or with friends elsewhere, as many did.

Mr. and Mrs. Otto Bailey and family of 93 West Mira Monte avenue were Christmas dinner guests of Mrs. May Stewart at her home in Compton.

A centerpiece of holly and red candles decorated the Christmas dinner table at the home of Mr. and Mrs. Albert J. Barkman, 40 South Michillinda blvd., who entertained Mr. and Mrs. David Hepp and children Charnian and William of San Gabriel; Mr. and Mrs. William Emmett of East Molino, Ill., and Long Beach, and Robert Hanke of Huntington Park.

Mr. and Mrs. William Fleming entertained at their home, 61 West Highland avenue, Christmas eve for members of Mr. Fleming's family and on Christmas Day Mrs. Frances Brain, mother of Mr. Fleming, was among their dinner guests.

Mr. and Mrs. Fred Schaeffer and family enjoyed a Christmas celebration at the ranch home of Mr. and Mrs. Charles Linberg, parents of Mrs. Schaeffer, near San Bernardino.

Mr. and Mrs. L. J. Burnham and family, and Mrs. Henry Burnham, Sr., were Christmas guests of the Henry Burnham family at their home, 49 West Orange Grove avenue.

Mr. and Mrs. John C. Olson of South Gate and Mrs. Marie Olson were guests at a family dinner at the home of Mr. and Mrs. Roy Edwards, 307 Mariposa avenue.

Guests of Mr. and Mrs. A. H. Embree, 535 Auburn avenue, Christmas day were Mr. and Mrs. H. S. Embree and daughter Virginia; Mr. and Mrs. Charles Peterson and son Danny; Mr. and Mrs. R. C. Crawford and son Ronnie, and Mr. and Mrs. B. F. Stinman and son Gordon of Pasadena; Mr. and Mrs. W. F. Egbert of Burbank; H. H. Egbert of Atlantic, Iowa; Mrs. Claire Martin of Walla Walla, Wash.; Mrs. Albert Lanphear of Arcadia, and Miss Minnie Stinman.

Christmas weekend found the home of Mr. and Mrs. Marion L. Hays, 248 San Gabriel Court, crowded with out-of-town relatives who on Sunday gathered

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Santa Claus Brings Joy To Hundreds Despite The Rain

Santa Claus and the long hoped for rain arrived at about the same time in Sierra Madre Saturday. Unexpected arrival of the rain interfered not little with Santa's important task of bringing the requisites of a Merry Christmas to many homes in the form of food baskets and toys, but he went about the job early and stuck right with it until more than 150 baskets and two truckloads of toys had been distributed.

When the heaviest rain fell Santa and his assistants from the fire department kept right on going the rounds. The old boy's whiskers and uniform were soaked, but he came back in the evening for the children's party under the big deodar on the park lawn where several hundred youngsters were made happy by receiving stockings filled with goodies right from his hands.

Clubs, church societies and groups of individuals in various sections of the city united in an effort to see that there were no forgotten families or children in the community, several organizations that have always heretofore centered their efforts at this season on bringing happiness elsewhere, concentrating this time on bringing a measure of yuletide joy to the less fortunate in their own hometown.

"We made a pretty careful survey of the situation here," said Fire Chief W. D. Richards, "and I really believe that what our citizens did through their contributions to the firemen's fund and through the many church and other agencies, there were few if any people who needed a little encouragement at Christmas who did not receive it."



(Answers on Page 7)

- 1—What university is the oldest in California?
- 2—From what animal is a vaccine for diphtheria obtained?
- 3—Who wrote the famous book, "Mutiny on the Bounty"?
- 4—What great American woman swimmer was thrown off the Olympic team because she drank champagne?
- 5—How can windows be kept from steaming during the winter?
- 6—What state is noted for having the two largest bridges in the world within its boundaries?
- 7—What composer wrote the music for the operetta "Porgie and Bess"?
- 8—What is the term of a U.S. representative?
- 9—What is the derivation of the word opium?
- 10—Is it permissible to place your elbows on the table while eating?

Ask Citizens Aid In Taking Of Census

Mayor Issues Appeal And Will Appoint Committee To Seek Co-operation

Preliminary plans through which Sierra Madre and its trade territory can be assured a full and complete report of its population, farm and business resources in 1940 decennial census were announced today by Mayor William J. Schiltz.

The mayor said he is acting in response to a letter from Secretary of Commerce Harry L. Hopkins, urging that civic leaders of Sierra Madre organize to make the various censuses to be taken in 1940 the most complete and accurate picture of the community's human and economic resources ever compiled.

"Only by active interest of every American community in seeing that its resources are fully and correctly reported," Secretary Hopkins said, "can we get the full and complete factual picture of the nation as a whole which is so vital to both private and public enterprise."

Mayor Schiltz said he will select a general citizens' committee embracing all of the principal civic interests in the community—and that this committee will appoint subcommittees to stress specific census activities.

This is the first time for many years that all of the censuses—business, manufacturing, population, agriculture, housing, mines and quarries, drainage and irrigation—will be taken in a single year. They will not all be taken at the same time. The censuses

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SIERRA MADRE AS IT WAS IN THE 'SEVENTIES PICTURED TO THE KIWANIS CLUB

As guest speaker at their Tuesday noon luncheon William Lauren Rhoades gave Sierra Madre Kiwanians an intimate picture of their present city and this section of the San Gabriel Valley as it was about the time his father arrived here from New York in 1878, later establishing the first tourist hotel in Southern California in the present Sierra Madre Villa.

Upon looking over the San Gabriel valley from Mt. Wilson, his father visualized the possibilities of the surrounding country both as far as ideal living conditions were concerned as well as favorable citrus fruit growing. Mr. Rhoades said. With these visions before him he purchased 500 acres of land in the territory now

Ask Gas Tax Funds For Improvement Of City Streets

A resolution asking the county supervisors to provide the City of Sierra Madre's share of money to be paid out of the county's gas tax allocation for the improvement during the next year of Mariposa, Alegria, Park, Mountain Trail and Montecito avenues was adopted by the city council at its meeting Tuesday evening.

These streets were included in a street improvement schedule for 1940 recommended jointly by the city engineering and street departments. Under the program the city will use its gas tax allowance for labor necessary for the improvements, it being required that necessary amounts for materials shall be furnished by property owners whose holdings will be directly affected.

City Avoids Shortage Of Water

Alarming Condition Revealed By Recent Hot Spell To Be Corrected

To avoid a probable acute water shortage, with a possible rationing of the water supply during the peak pumping season next August and September, the city council Tuesday evening called for bids for a new boosting pump, motor and starter to shoot water from the pumping plant in East Sierra Madre blvd. to the reservoirs hundreds of feet above. Bids for the equipment to replace mechanism not nearly dependable under stress after long usage, will be opened at a meeting of the city council on January 9.

During August and September when Sierra Madre consumed the greatest amount of water in its history and some of the well-worn mechanism was being forced to the limit of its possibilities, an investigation was begun that finally resulted in the decision to buy a pump that would guarantee an uninterrupted supply.

Councilman Paul Carter gave the council a lengthy report of inquiries made by its water committee and engineers who were called upon to examine the present pumps, some 20 and none less than 11 years old. It was the belief of engineers that the city faced likelihood of a breakdown of its water supply and a drastic curtailment of the water for household purposes should one of the pumps give way in their effort to pump from the water plant to the high level reservoirs.

A recommendation by the water committee that bids be asked and a new pump immediately installed was unanimously voted by the council.

The most severe test the city's water supply ever encountered was during the August-September hot spell when the consumption passed the 9,000,000 cubic foot mark for a 30 day period, the water committee reported. During this period it was necessary to operate the large booster from 14 to 18 hours per day plus the 20-year old standby booster up to as high as 12 hours in a single day in order to maintain an adequate supply in the city's reservoirs. The large booster was said to be inadequate to meet the requirements during several peak days if operating on a 24 hour basis.

"We have had magnificent cooperation so far in every last detail of the float's preparation," said Chairman Pratt this morning, "and I know we'll have plenty of volunteer help and that there will be plenty of the pointsettias once the citizens know they are necessary."

Sierra Madre's entry will be 15 feet high—a waving American flag on a pure white floral base 38 feet long, with a beautiful girl, Miss Carol Key, at the standard. Charming Carol is a tall, statuesque girl and will be gowned in a long white slipper satin dress with a sweetheart neckline, and full draped sleeves. A short train is prevalent in the back, and the gown is trimmed in gold cord. She will wear a seven spike crown of flowers upon her head and will represent "Liberty."

Her position under the huge flag is directly in line with her ancestry, for she is a descendant of Francis Scott Key, composer of the National Spangled Banner.

Float Looks Like Prize Winner

High Hopes Held For City's Parade Entry All Ready For Decoration Now

Shortly after midnight this morning Mayor Schiltz and a number of other loyal Sierra Madreans had completed the framework of Sierra Madre's entry in the New Year's Tournament of Roses. Then between buildings at the city water plant at 625 East Sierra Madre blvd., where the float was constructed, they started to build a frame from which the decorators will start to work on the float bright and early tomorrow morning.

"Just from this frame of wood and steel you can tell what a magnificent thing this float will be," said Mayor Schiltz. "If there is a more beautiful, striking or inspiring representative of any other city or community in that parade then the Tournament itself will be the very best of the 50 years since they began. I can hear now the deafening applause that will greet this float all along that new five-mile parade route."

Inspectors of the Tournament of Roses Association yesterday in their rounds to see whether floats are sturdily constructed and the motor cars or trucks carrying them are in perfect working condition so that the parade will not be halted by breakdowns or accidents, agreed with the mayor that the Wistaria Town's entry is bound to come home with a top prize, notwithstanding the fact it is in a division with cities that have dragged down sweptakes losers in recent tournaments.

Ideal accommodations have been provided for those who will trim the float at the city water plant. Only a few persons will work outside. Most of the flowers, which will be available tonight, will be attached on sheets of cardboard inside heated buildings. Each will be numbered and be attached in the proper place on the frame.

These inside workers are wanted Saturday. It will require all of Saturday and Sunday to prepare the entry in time for it to start for its place in the line of march New Year's eve.

Besides volunteer workers, greatest requirement now is for poinsettia blooms necessary to make the red stripes in the huge American flag that constitutes the "Land of the Free." Any and every citizen having poinsettias is asked to cut and seal the stems and phone the city hall, giving the name and address where they may be picked up and taken to the water plant. Cars will call for them at any appointed time.

In all more than 100,000 flowers will be required to decorate the float, according to Waverly Pratt, chairman of the committee. There will be more than 80,000 white chrysanthemums and more than 15,000 blue cornflowers. The red poinsettia petals are the only missing element in the color scheme, not nearly enough of them having been offered.

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In a Social Way

AFTER CHRISTMAS PARTY FOR BETHANY JUNIORS

An after Christmas party for the Junior department of Bethany Sunday School will be given this afternoon in the new recreation room of the church by Mrs. E. Stranske, who is in charge of the department. Assisting Mrs. Stranske will be Mrs. A. E. O'Banion, Mrs. Roy Edwards, Miss Minnie Tavender and Tom Mitchell.

MISS AISAWA TO BE WED ON JANUARY 20

January 20 has been chosen for her wedding day by Miss Yoneko Aisawa, daughter of Mr. and Mrs. Y. Aisawa, 231 Grove street, whose engagement to Rudy Hashimoto of Los Angeles was recently announced.

Attendants for Miss Aisawa will be her sister, Miss Yoshiko Aisawa, who will be maid of honor; Mrs. Frank Takeyama, Mrs. Charles Kido and Miss Yoshiko Matsumoto. Rev. Stewart R. Sheriff will perform the ceremony.

Miss Aisawa who graduated from upper division of Pasadena Junior College in 1938, is a member of the Associated Christian Youth and is also an active member of the Esenians, a local Japanese philanthropic organization.

JOCKEY AT SANTA ANITA TRACK TO BE MARRIED

At a civil ceremony to be performed early next week in Pasadena, Miss Carol Jean Marmet, daughter of Mr. and Mrs. M. R. Marmet of 5 Audubon Court, will be married to Gerald H. Grant,

son of Mr. and Mrs. Ivan Grant of Fontana. Miss Marmet will wear a rust wool ensemble with black accessories. She will be unattended.

After their wedding the young couple will make their home at Audubon court until the closing of the racing season at Santa Anita, where Mr. Grant is riding this season.

SOCIAL NOTES

A holiday party attended by 12 young guests and their mothers was given by Mrs. Perry E. Kellogg, 425 West Sierra Madre Blvd., last Thursday for her son and daughter Mary Ellen and Billy. Interesting games were arranged for the children, who later gathered around the Christmas tree to exchange gifts. Sierra Madreans present were Mrs. Rosemary Carpenter, who accompanied her children, Irvin, Hugh and Wayne, and Mrs. Anna Schultz and her children Frances and Dwight.

John Lawson and Cameron Burnett were hosts to a group of Hollywood friends at a buffet supper and party at their home, 154 West Sierra Madre Blvd., Wednesday evening.

Mrs. J. C. Rogers, Mrs. Robert Smith, and Mrs. Tillie Stimpfing were guests at a bridge luncheon given Tuesday by Mrs. W. L. Hibbs at her home, 249 Ramona avenue.

Members of the Dickens Fellowship who attended the Cricket of the Hearth at the Pasadena Community Playhouse Tuesday evening in a party were Mr. and Mrs. N. W. Tarr and Miss Muriel Tarr; Mr. and Mrs. W. S. Hull; Captain and Mrs. E. G. Everett; Miss Thomasella Graham, Miss Edna Green, Mrs. W. J. Miller and Mrs. H. B. Hersey.

SOCIAL AFFAIRS WILL USHER IN THE NEW YEAR

SIERRA MADREANS will usher in the New Year with gay revels and watch parties will attend the Tournament of Roses and the Rose Bowl football game. Among those who have arranged to celebrate the advent of the New Year out of town are Mr. and Mrs. Mark Dailey of 162 East Alegría avenue who will celebrate at the Biltmore Bowl with Mr. and Mrs. Walter Ham of Beverly Hills.

Mr. and Mrs. Edward A. Davey will hold open house at their home, 84 Monterey lane, on New Year's Day.

Mr. and Mrs. F. H. Hartman and the Conners L. Twycross family will attend the Tournament and afterwards will be dinner guests of Mrs. Maud A. Sparks.

The home of Col. and Mrs. H. B. Hersey, 575 North Hermosa avenue, will be festive with New Year's guests as will the home of Mr. and Mrs. Woodson Jones and Mrs. Julia Shannon who will be hosts at a dinner for 12 honoring Mr. and Mrs. Charles Collins and the Conners L. Twycross family, who have been their houseguests for the holidays. All members of the household will attend the rose parade and Mr. and Mrs. Collins, Braun and Charles Collins and Henry Neutzel will also attend the Rose Bowl game.

Mr. and Mrs. W. S. Hull and Miss Cynthia Hull will see the parade and will be guests at the home of Mrs. Blanche Hull McCree.

Following the Rose Tournament Mr. and Mrs. Theo Koch of 126 East Laurel avenue will drive to Hollywood where they will be dinner guests of the R. B. Koch family.

Guests of Mr. and Mrs. Elmer Weese at a New Year's eve party at their home, 358 North Canyon drive, will be Mr. and Mrs. William Olson, Mr. and Mrs. William Roether and Mr. and Mrs. Boyd E. Keith.

Mr. and Mrs. William Lees will see the parade and enjoy a restaurant dinner in Pasadena.

Among those planning to see both the Tournament and the game are Mr. and Mrs. Carl Hansen of 219 North Sunnyside avenue; Dr. and Mrs. C. L. T. Herbert who will be accompanied by their houseguests, Mr. and Mrs. H. E. Rasmussen of Austin, Minn., and Mrs. R. S. Hayden of San Diego. The group will be entertained at dinner at the home of Mr. and Mrs. J. E. Holgate, in Pasadena.

Mrs. Nettie Honigbaum and son Robert of 62 Windsor lane will attend the Tournament as will Mrs. Mae Marsh, 41 Victoria lane; the Warren O. Preston family, and the Perry E. Kellogg family of 425 West Sierra Madre Blvd., and the A. H. Embree family who will be hosts at dinner to H. R. Egbert, father of Mrs. Embree.

Dr. and Mrs. James P. Donegan, 334 North Lima street, will be among those in the Rose Bowl.—Margaret Eliason.

FIRE FLAMES

By One of the Boys

The rain of Saturday and very cool evening that have followed called for fire in the homes to keep us warm. That means we must be careful. Fireplaces and heating stoves should be carefully guarded. It is not safe to leave a heated stove full of fuel when going to bed. Some of the stoves are very easily overheated to the extent that they can scorch walls and cause them to flame. The year 1939 has been very successful as far as fire loss is concerned. The fire department has had several calls but none of them very costly. Let's make the New Year a better one. FIRE'S OUT.

Stamps Will Buy Food Here Soon

Introduction of New Federal System Expected To Boost All Business

Distribution of surplus agricultural products under the Federal Government's Food Stamp Plan to approximately 146,000 Los Angeles county public-assistance households will start here in about a month, or as soon as necessary machinery can be set up.

Based on the corporation's experience in other areas where the plan has been operating, officials estimated the Food Stamp Plan will provide annually an additional 5½ million dollars worth of important surplus food products for the 312,000 persons in this county now supported by some form of public assistance. This, they say, will mean an increase of at least this much in the annual business the county's retail food stores, as the Stamp Plan provides for distributing these surplus commodities through the regular channels of trade.

Garst recommended extension of the plan to Los Angeles County after a conference here with Walter Chambers, State Relief Administrator; John Anson Ford and Wayne Allen of the Los Angeles County Board of Supervisors, and Herbert Legg, WPA Administrator for Southern California. He announced that Buell F. Maben, field representative of the Federal Surplus Commodities Corporation is setting up an office in Los Angeles to supervise directly the Food Stamp Plan activities here.

A special committee of retail grocers will be formed to acquaint all grocery operators with the plan and seek their cooperation.

Primary objective of the Food Stamp Plan is to assist farmers profitably to dispose of their surplus food products, also to provide more food and a better balanced diet for public assistance families, and increase the volume of surplus foods moving through the regular trade channels, tending to help business generally.

Participation in the Food Stamp Plan is entirely voluntary. However, all persons certified by the State Relief Administration as eligible to take part, may purchase with their WPA earnings, SRA, old age assistance, aid to dependent children, aid to the blind, P.W.D. checks, as the case may be—orange colored food-order stamps at the rate of approximately \$4 to \$6 a month for each member of their family.

These orange-colored stamps are good for purchase of any foods or other household commodities normally bought at a retail grocery store other than beer, wine, liquor, tobacco, or foods consumed on the premises. They may be used in all participating retail food stores, including bakeries, meat markets, and retail dairy outlets. Two blue-colored surplus food stamps are given free with each four orange food-order stamps purchased, thereby giving the purchaser \$1.50 worth of food for each dollar spent. Both the orange and the blue stamps have a purchasing value of 25 cents each.

These food-order stamps are issued in books similar to those used for postage stamps. Each stamp is about the size of an airmail stamp. The total value of the orange stamps in the books will range from \$2 to \$10, and included in each book will be half again as many free blue surplus food stamps. Food stamp books will be issued from a dozen or more division offices of the SRA.

The blue surplus food stamps are good only for foods currently designated as surplus by the United States Department of Agriculture and so listed in the participating food stores in areas in which the plan is in operation. The requirement that the orange stamps be bought insures that regular food purchases are maintained so that the surplus foods obtained with the blue stamps will be in addition to, and not in

Woman's Society Has Special Program For Next Tuesday

A program given by Jewish Christians will be presented at Bethany Church next Tuesday at a meeting of the Woman's Missionary Society. Jacob Miller, a student at the Los Angeles Bible Institute, will speak on the 613 Jewish laws at 11 a.m. After his talk Mrs. Frances Zeigler, violinist of Los Angeles, will give a short musical program. At 2 o'clock, David Rose will tell of his conversion to Christianity. Mrs. Mildred K. Weeks is in charge of luncheon. Mrs. E. A. O'Banion, president of the society, will preside at the morning business session when the annual report will be given. All residents of the community are invited to attend.

place of, these normal purchases. Among commodities currently designated as surplus foods are: butter, shell eggs, corn meal, dried prunes, wheat flour and whole wheat flour, raisins, fresh pears, fresh apples, onions, dry beans, hominy grits, fresh oranges, fresh grapefruit, rice, lard, pork including all cuts, fresh, chilled or frozen, pickled, salted, cured, or smoked, but not cooked or packed. The regular program of the Federal Surplus Commodities Corporation, under which the federal government buys surpluses direct from the farmer and donates them to the state and county welfare agencies for relief distribution purposes will be discontinued in Los Angeles county when the Food Stamp Plan begins actual operations here. It is contemplated that the plan will start here within about a month.

WANT ADS

Classified Rates And Instructions

Ten cents per line for the first insertion; 7 cents per line for subsequent insertions. In order to avoid expense of bookkeeping and collecting, it is desirable that all classified advertisements be paid in advance, unless you have a ledger account with THE NEWS. Classified Ads received after 5 p.m. Wednesday may be run under heading "Too Late to Classify."

WORK WANTED

FURNITURE repairing, carpentering, painting and general repairs, door locks and windows. Call The Handy Man. Phone 334-1. B. A. Platte. 39-tfa

GENERAL housework, cleaning, cooking and serving by the hour. Mrs. McGilvray, 544½ Oakdale Dr., Phone 2182. —43-a

GENERAL carpenter work, furniture repairing, saw filing. 362 Santa Anita Ct. W. S. Pinkerton, Phone 1554. 13-tfa

RENTALS

FOR RENT — Pleasant, sunny room. Man preferred. Box P, Sierra Madre News. 15-t

ATTRACTIVE Apt. for rent; private bath; h & c water; close in; 34 N. Hermosa. Phone 2532. 47-tfd

ROOM for rent—plain, comfortable (breakfast optional). Very reasonable. 81 West Laurel, Sierra Madre. 15-t

PLEASANT front room, private entrance; home privileges if desired. Reas. 58 W. Grand View. 15-t

NICELY furnished apartment for one or two people. Garage and spacious grounds. 470 W. Highland. Phone 1382. 15-t

MISCELLANEOUS

TENNIS, badminton rackets, new and used. Supplies, repairs. Tuttle's Tennis Shop, 152 East Laurel, Phone 1702. —7-101

WANTED to rent—unfurnished 2 bedroom house of moderate rent. Can furnish references. Box No. 7, The News. 15-t

FOR SALE MISCELLANEOUS

YOUNG geese, corn fed; 25c lb. Dressed free. 242 West Duarte Road, Monrovia. Tel. 5911. —14-15e



BE PREPARED

Auto Insurance is man's greatest modern defense against Financial Loss...

Absolute Protection AT A SAVING!

R. D. Shipway 292 E. Laurel Ave. Phone 2202 Sierra Madre, Calif.

Young Folks Dance Set For January 5

Because of the many holiday activities which are keeping the young people of the community busy, the regular semi-monthly young folks dance at the Woman's Club has been postponed until Friday evening, January 5. Mrs. William Schwartz and Mrs. Al Miller will be hostesses for the evening and will be assisted by a group of clubwomen.

Many Racing Folks Among Newcomers

Jockeys, trainers and owners of racing stables competing in the race meeting which begins on the Santa Anita Track tomorrow were among newcomers welcomed to Sierra Madre during the week. The annual influx of the race track folks began more than a month ago and real estate agents report now that there are few rentable houses or apartments. In the latest list of newcomers are W. M. Nowell, 377 North Lima street; Mrs. F. Chojnacki, 4 Bella Vista Terrace; Mrs. H. Walters, 6 Belle Vue court; E. Warden, 51 Windsor Lane; F. Houghton, 42 Mira Monte; J. H. Tapley, 576 Brookside lane; H. C. Moore, 627 West Montecito avenue; S. J. Mock, 316 Sycamore place; D. Burke, 173 Vista Circle drive.

Local Author Has New Radio Serial

Recently inaugurated over a Los Angeles radio station is a new radio program entitled "Bud Barton," written by Harlan Ware, local author.

Mr. Ware has lived in this vicinity since 1934. Prior to this time, he wrote and conducted another radio serial in Chicago. He became a script writer for Paramount Pictures upon his arrival in California and remained with them for 3 years. Many of his short stories have appeared in popular magazines throughout the country.

Shippey, Dunham, Head Pasadena's Union Now Unit

Two Sierra Madreans have been elected officers of the recently organized Pasadena branch of the Inter-Democracy Federal Union, carrying forward the Streit "Union Now" plan for an understanding between nations that would banish war. Lee Shippey has been elected president and Dr. Theodore Dunham, Jr., of the Mt. Wilson Observatory, vice-chairman. Robert Waring, of Pasadena, is treasurer. Elizabeth Page, author of "The Tree of Liberty" helped organize the unit. Early organization of a Sierra Madre branch is contemplated.

Gay Party To Greet The New Year At Woman's Clubhouse

New Year's merriment will reign at the Sierra Madre Woman's clubhouse New Year's eve at a celebration to be sponsored by the San Gabriel Valley Zionist District as a benefit for the Jewish National Fund Council which is undertaking the establishment of Jewish families in Palestine.

An elaborate floor show will add to the festivities of the evening. There will be an excellent eight piece orchestra, caps and favors for all and a delicious catered dinner which will be served at midnight. Milton Weber, of 170 Adams street, is president of the organization sponsoring the affair. Reservations may be made with Mrs. Weber at 1424.

ARTS GUILD TO MEET ON JANUARY 5

Returning of the regular custom of a monthly meeting on the first Friday of each month, the Sierra Madre Arts Guild will meet at the A. J. Dewey studio Friday evening, January 5. The usual interesting program is promised, and will be followed by an informal social hour.

New Year's Eve BIG PARTY

at the Woman's Club House

Sponsored by San Gabriel Valley Zionist District

CHICKEN DINNER

8 Piece Orchestra Caps :: Favors Starts 9 P.M.

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SIERRA MADRE NEWS

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Children Of Plaza Home Enjoy Best Christmas Ever

Children of the Plaza Children's Home on Alegria avenue will not soon forget the Christmas of 1939. Saturday evening they had the usual Christmas party at the home. Christmas eve Mrs. Joseph P. Nash followed a custom of many years and had all the children at her home on Alta Vista drive where a tree, gifts and a jolly party is always provided for them. On Christmas the group accompanied by Miss Elsie Gibson, Miss Mae Fuller, Mrs. Kathleen Sampson and Miss Regina Rivera, were entertained on the U.S.S. Argonne. A bus called for them early in the morning and they were taken to San Pedro where a launch took them to the fighting ships. Following dinner which they enjoyed in the mess hall with members of the crew and their families, messages were received from Santa Claus as he left his northern home and journeyed south. In mid afternoon he boarded the Argonne and made his way to the large Christmas tree from where he presented each of the children with a complete outfit of clothing and a toy.

YOUR HOME AND MINE

BY ANNE WILSON



A waffle supper is the answer to your desire to have three or four friends in for dinner at a time when you do not have the time to go to a great deal of trouble. Perhaps you will not arrive home from shopping until five thirty o'clock, so everything you serve will have to be prepared in a hurry. How about corn and bacon waffles, fruit salad and coffee?

Corn and Bacon Waffles
 You are likely to make a reputation for yourself with these waffles. Sift 2 cups flour with 1/2 teaspoon salt, 3 teaspoons baking powder and 1 tablespoon sugar. Beat yolks of 2 eggs and add 1 cup milk and 1/4 cup melted butter or bacon drippings. Stir just until blended, then stir in 1 cup drained whole kernel corn and 1/4 cup chopped crisp bacon. Beat egg whites stiff and fold in. Bake in hot waffle iron until crisp and brown. This amount makes 8 waffles. It's fun to try waffle variations. Here is a recipe for another kind of waffles:

Whole Wheat Waffles
 Sift 2 cups whole wheat flour with 1/2 teaspoon salt, 3 teaspoons baking powder and 2 teaspoons sugar. Add 1 cup evaporated milk, 3/4 cup water and 2 beaten egg yolks, then 1/2 cup melted shortening. Beat smooth and fold in 2 stiffly beaten egg whites. Bake on an ungreased iron. This serves 6.

Timely Tips

By Florence Matheny
 Home Economist, Southern
 Counties Gas Company

A toast to toasting! It is a method worthy of a chapter in the books, for toasting releases unsuspected flavors; toasting produces smart shades of beige and brown; toasting effects crispy exteriors; toasting gives rebirth to leftovers. A slightly withered piece of cake? Toast it, serve it with a sauce. A yesterday's muffin? Toast it, spread it with jam. Coconut? Toast it for new color and flavor! Cereal damp? Toast it! Bread itself, commonest occupant of the smokeless broiler "toaster" is an "of course"—with variations a dozen ways to Sunday.

TOASTED CHEESE SANDWICHES
 Sandwich filling:
 1 lb. American Cheese, grated
 1 small jar stuffed olives, chopped
 1 small can tomato sauce
 1 can green chili, chopped
 1 tsp. Worcestershire sauce
 1/2 cupful olive oil
 1/2 tsp. salt
 2 drops Tobasco sauce
 1/2 cupful chili sauce
 1/2 tsp. celery salt
 1 tablespoonful grated onion
 1 small 6 oz. jar sweet pickles, chopped
 Combine all ingredients, mixing well. Store in automatic gas refrigerator and use as desired. Makes about 1 1/2 pints of filling, and will keep indefinitely when stored in the refrigerator.

Spread slices of sandwich bread with butter, then with a generous layer of filling. Brush on both sides with melted butter. Place in smokeless gas broiler and toast to a golden brown; turn sandwiches and complete toasting. Serve immediately with potato or cheese chips, ripe olives and radishes or onions. Good! This is one of the sandwich fillings that is so delightful for school lunches; for toasted stuffed French rolls, and for any refrigerator raid. It has an added advantage in that it admirably answers that question as to what to make when a meatless sandwich is demanded.

SWEET TOASTS
 Use thin slices of bread toasted quickly in the gas broiler. Remove crusts, cut in strips, triangles or other shapes, and spread with butter; or spread with butter before toasting (u-mm-h!) Sprinkle with one of the following mixtures and place in a gas broiler to melt sugar. Serve hot for breakfast or afternoon tea.
 Cinnamon Toast: Add 1/2 teaspoonful cinnamon to 1/4 cupful granulated or brown sugar, or use crushed maple sugar.
 Orange Toast: Add 1/2 tablespoonful grated orange rind and 2 tablespoonfuls orange juice to 1/4 cupful sugar. For variation add a dash of cinnamon.

YOU CAN'T AFFORD TO MISS THE "WANT AD" COLUMN IN THE SIERRA MADRE NEWS.

Sierra Madre's Rose Tournament Queen Has A Baby Son

One of the first acts of Queen Margaret Huntley after being chosen to reign over the fifty first annual Tournament of Roses, was to send a huge bouquet of talisman roses and an appropriate greeting to Treva Scott Tarr, Sierra Madre queen of the Tournament in 1934, who on December 20 became the mother of an eight pound son at the Huntington Memorial Hospital in Pasadena.

Mrs. Tarr is the wife of Raymond Tarr of this city and is the daughter of Mr. and Mrs. Edwin M. Scott of Santa Anita court. For the last few months, Mr. and Mrs. Tarr have made their home here at the home of Mr. and Mrs. N. W. Tarr, parents of Mr. Tarr, at 274 W. Montecito avenue. Mrs. Tarr and son who will be christened Thomas Scott, are expected home early next week.

GARDENS

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 Lawns, Sprinkling Systems, Fertilizers
 Shrubbery, Trees, Roses, Bedding Plants
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WARD NURSERY and FLORIST
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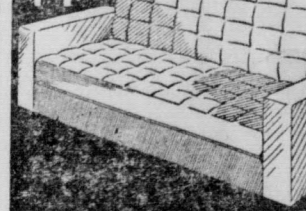
RESUME REHEARSALS FOR CLUB PLAY

Following the rush of the holidays, rehearsals have been resumed on the three act play, "Professor, How Could You?" The play will be given by the drama group of the Youth Cooperative movement sponsored by the Sierra Madre Woman's Club, at the clubhouse on Friday evening, January 12. This is the second performance of the play which will be given as a benefit for the Casa Colina Convalescent Home for Crippled Children at Chino.

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PRIME RIBS and RUMP ROASTS

JULLUM'S PURE PORK COUNTRY STYLE SAUSAGE lb 27^c
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Winter RACING Season

OPENS SATURDAY, DEC. 30
RACING DAYS FOLLOWING WEEK:

Monday (Jan. 1), Thursday, Friday, Saturday
 Thereafter each Wednesday, Thursday, Friday, Saturday

Races Start Opening Day..1 P.M.

POST TIME THEREAFTER . . . 1:30 P.M.
 (Rain or Shine!)

CLUBHOUSE \$2.20 Gen. Admission \$1.10
 (Tax Paid) (Tax Paid)

Limited Number of Reserved Seats to be sold on Saturdays and Holidays \$1.10 (tax paid)—extra to General Admission.

TICKETS NOW ON SALE FOR OPENING DAY AT
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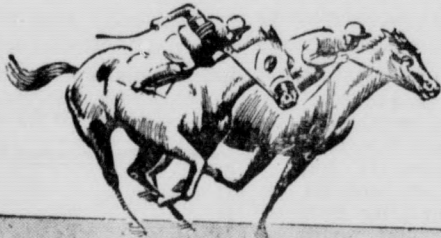
LOS ANGELES:—Oviatt's, 617 So. Olive; Silverwoods, 558 So. Broadway, 615 W. 7th, 3409 So. Hoover, 5522 Wilshire Blvd.

BEVERLY HILLS:—Oviatt's, Beverly-Wilshire Hotel.

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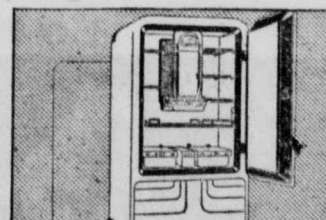
No other type of cooking heat can even approach this endorsement of gas. And the reason is, gas is faster, cleaner and more economical.



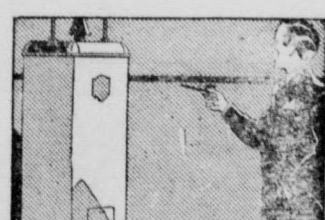
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 You can own a gas furnace that keeps temperatures right, all day—and turns itself off at night! What every you need, there's a gas heating appliance to suit you—at low cost.



AND THE DISTINCTIVE REFRIGERATOR—Serval, the gas refrigerator. Operates without the noise and wear of moving parts. Has low fuel cost, too, because a single, tiny gas flame does the work.



THE LEADER for FAST HOT WATER, TOO. Of all Southern California homes having hot water service, over 99% depend on gas water heaters! The most convenient type is the automatic gas water heater.

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 CLEAN • QUICK • ECONOMICAL

• Enjoy the advantages of modern gas equipment in your home. See a dealer or SOUTHERN COUNTIES GAS COMPANY

Bethany Church

(The Little Stone Church)
 Rev. Stewart E. Sheriff, Minister

9:30 a.m.—Bible school. Classes for all ages.

11 a.m.—Morning worship. Sermon, "Transference."

6:30 p.m.—Christian Endeavor Societies.

7:30 p.m.—Evening meeting. Sermon, "The Fatal Night."

Monday evening—The young people have charge of the meeting at the Pasadena Rescue Mission.

Tuesday—All day missionary meeting. Prayer meeting every Wednesday evening at 7:30 p.m.

Full Gospel
 Interdenominational
 195 W. Sierra Madre Blvd.
 Pastor, Rev. Hazel F. Dolbee

Sunday Services—
 10 a.m.—Sunday school.
 11 a.m.—Fellowship.

7:30 p.m.—Evangelistic service.

Tuesday—
 7:30 p.m.—Prayer and praise service.

Friday—
 7:30 p.m.—Evangelistic service.

Nazarene Mission
 26 Windsor Lane
 Rev. Deal Van De Grint, Pastor

Sunday Services—
 10 a.m.—Sunday school.
 11 a.m.—Morning worship.
 6:45 p.m.—Young People's Society.
 7:30 p.m.—Evangelist services

SIERRA MADRE NEWS
SIERRA MADRE, CALIF.
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Every man has at times in his mind the ideal of what he should be, but is not. . . . Man never falls low that he can see nothing higher than himself.—Theodore Parker.

HAPPY NEW YEAR

With a mighty fanfare of whistles and blaring horns, and under a billowing cloud of confetti, old 1939 bows himself off for the stage of Time, while the world hails his successor—a tiny mite of a fellow, known by name as 1940. Yet despite his small size he's a bearer of the hopes of millions, a bringer of laughter, successes and triumphs. That little mite will inevitably bring tears and heart-ache to the mothers and wives of men at war, but he brings the promise of peace, too, and to a world none too proud of its record in 1939, it brings a chance to redeem itself, to tackle its problems with new zest, to order a drive at full speed ahead on the worries that wracked it in '39—the need of a world at peace, the need of jobs for millions of workless workers, and the need of re-capturing prosperity in this, the greatest, richest and best of all countries.

Forty-four, an eager, fiery, ambitious newcomer to this world, is capable of great achievements, for his real name is Opportunity. And Opportunity is what the New Year offers in generous measure—opportunity to nations, people, and individuals, to correct past mistakes and how to better, wiser ways of doing things, opportunity to make good new resolutions

and to stick to 'em, opportunity to succeed where last time we failed, and a new chance to make this world a happier place to live in, not only for ourselves, but for others.

So ring out the old year and ring in the new! With a thunderous salvo of welcome, America hails the advent of 1940, and to one and all the season proclaims its message, "Happy New Year!"

NEW YEAR'S SURPRISE

The New Year may bring a surprise to at least some two million Californians. In outlining the tentative tax program to be presented to the special session of the Legislature, Governor Olson has indicated that the days of the tax-immune citizen are numbered. Many of the proposed new levies will strike John Citizen's purse for a bull's eye. A two-cent tax on every package of cigarettes or ounce of smoking tobacco he buys, a tax on every light, gas, water and telephone bill, and boosts in the present personal State income tax—all these, among other levies now being considered, give warning that no citizen henceforth can afford indifference to government taxing and spending. Out of John Citizen's pocket has always come the money that government has spent, but nine times out of ten his pocketbook has been tapped indirectly. Unwittingly, perhaps, Governor Olson opens the way to eventual greater economy in government by proposing to place new taxes where they hurt most, will hurt often, and will directly affect the most people. With the end of 1939, exists the tax-indifferent citizen!

The best and noblest lives are those which set toward high ideals. And the highest and noblest ideal that any man can have is Jesus of Nazareth.

—Almeron.

BIRTHDAY GREETINGS

THE NEWS extends birthday greetings and its best wishes this week to the following Sierra Madres, whose birthdays are indicated . . .

J. Milton Steinberger	Dec. 30
Charlotte Keltz	Dec. 30
Laura C. Edwards	Dec. 30
Donald Nelson	Dec. 30
Mrs. Otto Semke	Dec. 31
Dorothy Moore	Dec. 31
Marjorie Stinman	Jan. 1
Mrs. Nettie J. Foster	Jan. 1
Lucille A. West	Jan. 1
Y. Ashiwata	Jan. 2
William B. McGrath	Jan. 3
Robert Cross	Jan. 3
Annie Grippi	Jan. 3
Milton Weber	Jan. 4
A. E. Pulling	Jan. 4
Norma Morrison	Jan. 5

Local Kiwanians To Join In Birthday Celebration

The 25th anniversary of Kiwanis International will be observed by the Sierra Madre Kiwanis Club during the week of January 21 to 27.

The first Kiwanis club was organized in Detroit and received its charter from the state of Michigan on January 21, 1915. In the United States and Canada there are now 2,060 clubs with a membership of approximately 105,000. Kiwanians in Sierra Madre will join with all other members in the United States and Canada in observing this occasion.

Monday evening, January 22, a birthday party will be held in Detroit in honor of the founding of Kiwanis. Bennett O. Knudson, of Albert Lea, Minn., president of Kiwanis International, will send a special message to the local club for its anniversary meeting.

Choir Of Ascension Church Has Many Holiday Calls

So much favorable recognition has been tendered the Junior Choir of the Church of the Ascension recently that it is now being invited to fill many engagements outside of its own church.

The choir consists of 16 voices, trained to sing special church music, chants and anthems besides the usual hymns and carols. On December 11th, the group was invited to take part in the annual song meeting of the Organists Guild of Pasadena. It was one of few junior choirs doing special singing. Monday evening, it sang Christmas carols at the Eastern Star entertainment at the Masonic Temple.

Friday Evening it sang at the Candlelight Service at 7 p.m. at the Church of the Ascension. Sunday it sang the Christmas music, anthem and carols at the 9:30 a.m. service and on Christmas Day it united with the senior choir to render the special music for the choral Eucharist at 9 a.m. Mrs. Roy Kitzman, the church organist and choir leader has trained most of the choir for over two years. Members of the group are: Donald Davey, Dirk Cable, Louis Goodwin, Buddy Scobins, Bruce Stansfield, Jack Hitchcock, Mary Pulling, Mary Jane Davey, Phyllis Buchanan, Sylvia Shippey, Eileen Pulling, Evelyn Nossier, Mary Stansfield, Marcia Bethel, Shirley Saffen and Adelaide Roach.

LAST RITES HELD FOR WILLIAM G. ERNST

A requiem mass for William G. Ernst, father of Mrs. Daniel B. Hastings of 671 West Orange Grove avenue, was conducted Wednesday morning at St. Vincent's Church in Los Angeles. Other relatives surviving are Mrs. Thomas A. Lugo, a daughter, and three sons, Raymond B., Wilbur A., and Eugene Ernst. Mr. Ernst passed away during the weekend at his Los Angeles home following a long illness.

WOLVERINES WILL PICNIC JANUARY 6

The annual Michigan out-of-doors midwinter picnic will be held in Sycamore Grove Park, Saturday, January 6. There are more than 150,000 people in California who formerly claimed Michigan as their place of residence and all are invited.

CHRISTIES REGAIN MODEL DAIRY HERD

D. B. Christie, 297 West Sierra Madre blvd., have repurchased the Model Dairy herd and will have full charge of the milk production for the dairy.

MRS. STELLA DENNISON REPORTED IMPROVING
Friends of Mrs. Stella Dennison will be happy to know that she is showing continued improvement from the long illness which has kept her in a Los Angeles Hospital for several weeks.

Spurn every idol others raise: before thine own Ideal bow.—Sir Richard Burton.

LITTLE MAN WHAT NOW?



How dry was America this year? Taking the Weather Man's word for it, the driest on record! Jupiter Pluvius, holding fast to a program of scarcity throughout 1939, leaves the nation with a shortage of rainfall at the year's end running into the many hundreds of billions of tons. The Fall months alone, the Weather Man estimated last week in a survey of the entire country, fell 400 billion tons below their usual quota of rain. Severe drought in the Great plains section and in the winter wheat belt, shortages of domestic water supplies, and the unwelcome promise of black, boiling dust storms sweeping across the Southwest next Spring—these are the products of this rain-shy year. Even California, favored in many sections by extensive irrigation systems, feels the hazards of continuing rainless skies. Several hundred billion tons of rainfall—that didn't fall—is good reason why the farmer on the plains of the West and Southwest has been praying, "Let there be rain!"

Just the other day a psychologist announced that, according to his findings, gum-chewing acted as a sedative, helped ease tense nerves, and was frequently conducive to work. New York is today ready to vouch for the last part of that report. It kept a crew at work for six months, doing nothing but scraping gum off the walls, floors, and seats, of subway stations. The men have quit. "They just couldn't keep up with the chewers!" officials sadly reported. The city fathers of the nation's biggest metropolises estimated last week that it required hundreds of thousands of dollars yearly to keep its public buildings, sidewalks, and park benches ungummed. On a lesser scale, what other cities couldn't report being "stuck up" in the same way? Decidedly, gum-chewing is conducive to work—for others!

Crystal gazers, astrologers, and card-readers go to town this week on predicting what 1940 may bring. One eminent star reader not unkindly that 1940 is presidential year, finds the conjunction of the planets pointing to a Vandenberg-Dewey ticket on the Republican side, with Attorney General Murphy and Senator Wheeler leading contenders for the presidential nomination in the Democratic party—"if Mr. Roosevelt decides not to run." How can political dopesters forecast President Roosevelt's third term plans, if any, when apparently even the stars, moon and sun don't know? Even the professional star-gazers are stumped!

The facts may as well be faced. It looks as if California were going to the dogs. Relief expenditures have reached a peak where Governor Olson received a proposal last week urging a graduated tax on every dog in the State, the funds to be used for helping meet relief bills. As at present outlined, Rex, blue-ribbon winner, would bear the heaviest load, and Rover, 100 percent plain dog, only a dollar tax. To build, however, it's only a veiled threat that faces California's dogdom, but it shows which way the wind is blowing. However, relief has made extra dollars so scarce, we bet some of the best hunting dogs in the State couldn't nose out the necessary bucks to pay their tax bills!

It was the sentiments of the majority of American people that Under-secretary of State Welles voiced in declaring measures would be taken "to make very much less likely in the future such disregard for their inalienable right of self-protection." Mr.

DATE IS SET FOR OPENING OF PARALYSIS FUND DRIVE

January 20 has been set as opening date for the annual infantile paralysis fund drive in this district, Mrs. R. O. Caukin, chairman for the district announced yesterday. The campaign having for its purpose the raising of \$200,000 in Los Angeles county, will be carried into every community.

All civic and service organizations here will be asked to get behind the drive and headquarters will be established downtown to receive contributions so that townspeople who heretofore have contributed through neighborhood theatrics and other places of entertainment may subscribe through the local chapter. During this year 170 of the approximate 500 cases in Los Angeles county have received hospitalization, operations, braces and other medical service from the county chapter. Since the drive last year a positive serum has been developed which has proven effective when administered within 30 hours.

ELKS MAKE CHRISTMAS MERRY FOR CHILDREN

Sierra Madre Elks and their families played leading roles in a Christmas party and entertainment staged by the Monrovia Elks lodge Sunday evening for children of the Monrovia Prevention at the institution. Fred Krinke, of this city, Leading Knight of the lodge, was in charge of the party. Mrs. Sue Krinke, his wife and a member of the Emblem Club, was a member of the Elks chorus that sang Christmas songs and acted as accompanist. There was a huge tree for the children and Santa Claus distributed stockings bulging with gifts, candy and Christmas sweets while the youngsters were treated to a musical program, feats of magic and a Punch and Judy show.

boring theatrics and other places of entertainment may subscribe through the local chapter. During this year 170 of the approximate 500 cases in Los Angeles county have received hospitalization, operations, braces and other medical service from the county chapter. Since the drive last year a positive serum has been developed which has proven effective when administered within 30 hours.

Heavy Tourist Crop Reported Headed For Southland

An "above normal" tourist crop this winter was forecast today by the country's travel experts.

This prediction is welcome to Southern California where the tourist industry is the biggest of all save oil, was made in a nationwide airmail poll conducted by the All-Year Club, the community's official tourist promotion agency.

Of those polled, 73 per cent gave their opinion that travel is going to be "above normal" to Southern California and elsewhere throughout the United States. The rest said "normal" and none saw a bad winter. They cited unusually large advance reservations for winter trips and an unusually big flock of inquiries about winter travel.

MAHATMA GANDHI'S PEACE PLEAS TELL

Miss Caroline Nelson, director of the Mission School for girls at Adjer, India, in letters to relatives here this week expressed the deep thankfulness which the Indian people and the Missionaries feel for the non-violence teachings of Mahatma Gandhi, which she says are proving of inestimable value in maintaining peace in India.

To our many loyal Sierra Madre friends, our sincere thanks for their splendid support of our efforts to fill Christmas baskets for those less fortunate.

Whatever success we have had in spreading Christmas Cheer was made possible by your generosity. For ourselves and for those for whom you make Christmas more than an empty day, OUR THANKS.

Volunteer Firemen, Sierra Madre



To Our Many Friends

... whose patronage has been responsible for the successful operation of our business, we wish the best of luck . . .

HAPPY NEW YEAR!

FRANK L. LOVELL
Union Service Station

BIBLE FAVORITES



WHEN JESUS WAS BORN IN BETHLEHEM OF JUDEA, IN THE DAYS OF HEROD THE KING, THERE CAME WISE MEN FROM THE EAST TO JERUSALEM SAYING, "WHERE IS HE THAT IS BORN KING OF THE JEWS? FOR WE HAVE SEEN HIS STAR IN THE EAST, AND ARE COME TO WORSHIP HIM."

Barrett Feature Syndicate.

Matthew 2:1-11



WHEN HEROD HEARD THESE THINGS, HE WAS TROUBLED, HE CALLED THE CHIEF PRIESTS AND WISE MEN AND DEMANDED OF THEM WHERE CHRIST SHOULD BE BORN. THE PRIESTS AND SCRIBES SAID, "IN BETHLEHEM OF JUDEA, FOR THE PROPHET HAS WRITTEN, 'OUT OF BETHLEHEM SHALL COME FORTH A GOVERNOR THAT SHALL RULE MY PEOPLE ISRAEL.'"



HEROD SENT THE WISE MEN TO BETHLEHEM, "WHEN YOU HAVE FOUND THE CHILD, RETURN AND TELL ME," HE SAID. WHEN THE WISE MEN FOUND THE YOUNG CHILD, WITH MARY HIS MOTHER, THEY FELL DOWN AND WORSHIPPED HIM. THEY OPENED THEIR TREASURES AND PRESENTED UNTO HIM GIFTS, GOLD AND FRANKINCENSE AND MYRRH.

Visit Of The Wise Men.



GOD WARNED THE WISE MEN NOT TO RETURN TO JERUSALEM TO TELL HEROD THEY HAD FOUND THE CHILD. THEY RETURNED TO THEIR COUNTRY ANOTHER WAY. AN ANGEL WARNED JOSEPH TO TAKE THE CHILD AND HIS MOTHER AND FLEE INTO EGYPT, BECAUSE HEROD HAD DETERMINED TO KILL THE BABY BORN KING OF THE JEWS.

Eaton's Picturesque Santa Anita All Set For Its Formal Opening Today

With today, December 29, set as the date for official public opening of this section's newest eating place, namely Eaton's Santa Anita, 11th hour preparations are being rushed to have all in readiness in the main dining rooms, coffee shop, patio, cocktail lounge, barbecue and drive-in to welcome patrons.

For the past week Charles Eaton, head of the steak and chicken houses in Los Angeles, Hollywood and Beverly, as well as Eaton's Rancho in San Fernando Valley, has been 24 hours a day on the job cooperating with Fred R. Tripner, his resident manager, directing scores of artists and artisans who have been putting finishing touches on the picturesque eating establishment.

Located at the corner of Colorado boulevard and Michillinda where East Pasadena meets Arcadia, in the famous old Rancho Santa Anita of the Lucky Baldwin estate, shadowed by towering oaks, Eaton's Santa Anita with its early California ranch house architecture will reflect the early glories of the Golden State.

The main dining rooms, patio and cocktail lounge will be open from noon, with the coffee shop, barbecue and drive-in starting service at 10 a.m.

The new institution plans to cater to race fans on their way to the Santa Anita track for luncheon and for dinner and cocktail parties for those returning from an afternoon with the ponies.

PHONE 3

Sierra Madre Tailors CUSTOM TAILORING

Cleaning, Dyeing, Pressing
Expert Repairs and Alterations
Work Called For and Delivered
14 W. SIERRA MADRE BLVD.



Snappy Slack Suit Shop

Made-To-Order Slacks in Garbardine,
Tropical, Worsteds or Flannel
Season's Newest Shades

DUSTY PINK, WINE, HUNTERS GREEN, ELECTRIC BLUE

762 E. Colorado St.

Pasadena

"THEY'RE OFF!" SATURDAY AT BEAUTIFUL SANTA ANITA PARK

Santa Anita Park, widely heralded as a show place of Southern California and a recognized major tourist attraction, opens its gates on Saturday to usher in the sixth season of winter racing.

The \$10,000-added California Breeders' Champion Stakes, richest event of the year for home-bred, will headline the opening card of eight races that start at 1 p.m., one-half hour earlier than the regular post time.

There will be a change next week of the schedule of racing on each Wednesday, Thursday, Friday and Saturday afternoon. A holiday program, topped by the \$10,000-added New Year Handicap, is to be staged on Monday and there will be no racing on Wednesday. Thereafter the four-day-a-week schedule will be followed from Wednesday through Saturday, starting at 1:30 p.m.

The innovation of having no racing on Sundays, Mondays and Tuesdays will give the thousands of visitors an opportunity to visit the shops and other points of interest.

Santa Anita Park has been beautified since last season and everything is in readiness to entertain banner gatherings on Saturday and the New Year Day holiday that follows on Monday. The outstanding turf classics—the \$100,000-added Santa Anita Handicap on March 2 and the \$50,000-added Santa Anita Derby on February 22—are attracting international interest to establish Santa Anita Park as the winter racing center of the world.



RECOVERING AFTER THREE OPERATIONS

K. J. Murdoch who for the last three weeks has been at the Huntington Memorial Hospital where he underwent three minor operations, has returned to his home at 191 North Baldwin avenue and is now able to receive friends. Mrs. Murdoch was in Hollywood with her sister, Miss Virginia Reid while Mr. Murdoch was at the Hospital.

CABLES TO LIVE IN WICHITA, KANSAS

Mr. and Mrs. James H. Cable and son Dirk of 188 East Sierra Madre blvd., who for the last two years have been residents of Sierra Madre, are leaving this weekend to make their permanent home in Kansas and will probably choose Wichita as their home city.

What is called liberality is often merely the vanity of giving.
—La Rochefoucauld.

Polo, Football And Equine Events At Riviera Sunday

Green Bay Packers, national football champions, who will meet the All Stars in the Gilmore Stadium January 7, will put on an exhibition of punting and passing between polo matches Sunday afternoon at Riviera Country Club.

Two polo games are scheduled, the first at 2 o'clock, between Westwood and Beverly Hills, and the second after the football workout, between Santa Monica and Riviera. There will be a program of equine jumping contests right after the first polo skirmish.

Christmas Cheer Goes To Honor Camp

Rev. S. R. Sheriff and a group of Bethany church young people went to county honor camp No. 6 at Mt. Baldy Friday evening with gifts of holiday delicacies and sweets and old-time uplifting Christmas carols for the men detained there. For many years this visit to an honor camp has been among the many Christmas-time activities of Bethany's junior members.

BLUE BIRDS TO HAVE NEW YEAR'S PARTY

A mid-holiday party for Wistaria Blue Birds will be given from 2 until 4:30 o'clock Saturday afternoon by Mrs. C. Lauren Maltby, guardian of the group, at her home, 82 West Alegria avenue. Prizes will be awarded for various interesting games which will be followed by refreshments. Those attending will be the Misses Betty Babbitt, Susan Burnham, Shariene Lindley, Donna and Diana Norris, Elinor Pitkin, Betty Rowe, Lois Schaeffer, Nancy Tarr, Carole Taylor, Sally Woehler, Virginia Council and Jeanne Maltby.

The greatest grace of a gift, perhaps, is that it anticipates and admits of no return.
—Longfellow.

BERRY & GRASSMUECK MUSIC CENTER

643-45-47 E. Colorado St.,
Pasadena

- Musical Instruments
- Records
- Radios—Phonographs
- Service
- Lessons

SY. 3-4414



Hobby Headquarters

- ★ Railroad Models
- ★ Airplane Kits
- ★ Model Tools
- ★ Ship Models
- ★ Gas Motors
- ★ Balsa Wood
- ★ Race Cars

Most Complete Line of Hobby
Supplies in Pasadena

ACE MODEL SHOP
808 E. Colorado St., Pasadena
Open Evenings



Dennis Lees, young son of Mr. and Mrs. Richard Lees, is recuperating from a tonsilectomy performed Wednesday morning by Dr. M. H. A. Peterson.

Miss Jo Wolcott of Seattle who was houseguest last week at the home of her sister, Mrs. Robert Rigney, 777 Woodland dr., left Monday for Los Angeles where she will make her permanent home.

Mrs. Florence Updegraff of Hollywood is visiting this week at the home of Mrs. Ruana Lawson, 154 West Sierra Madre blvd. Tuesday Mrs. Lawson attended the performance of the Bali-Java ballet at the Philharmonic Auditorium.

Mrs. Mary Anderson and James McAndrew who were expected at the J. D. McAndrew home, 311 Auburn avenue, for Christmas, were unavoidably detained at Grandin, N. D., and will arrive this weekend.

Mrs. Cora Panner will be houseguest this weekend at the home of her daughter, Mrs. Lewis McClelland, 503 Manzanita avenue.

John Dodge and Malcolm Smith who were houseguests last week at the home of Mr. and Mrs. R. D. Dodge, 123 East Orange Grove avenue, left Wednesday for Detroit.

Mrs. Caroline Camplin was houseguest last weekend at the home of Capt. and Mrs. E. G. Everett, 68 Vista Circle drive.

Mrs. D. C. Prigmore of Long Beach and Huntington Park was a recent caller at the home of Mr. and Mrs. W. A. Gerry, 146 South Hermosa avenue. This Sunday Mr. and Mrs. Fred Tonkin will be guests at the Gerry home before leaving for their home in Sacramento.

Miss Belle Marsh of Chino, aunt of Lester K. Layton, was weekend houseguest at the Layton home, 584 Sturtevant drive. This weekend Mr. and Mrs. Layton will entertain Mr. and Mrs. Fred Sechrest and son Jack of Bakersfield.

Mr. and Mrs. H. C. Reavis and son Clay returned Wednesday evening from Sutter where they spent the weekend with Mrs. John Priesen.

Dennis Dempsey and son Dennis returned Sunday morning from Philadelphia where they have been visiting Mr. Dempsey's parents, Mr. and Mrs. Edward Dempsey, for the last two weeks.

Mr. and Mrs. Mark Dalley and family returned last week from a trip through Death Valley and will remain at their home, 162 East Alegria avenue until after the New Year.

Sandra Haselton, 16-month old daughter of Mr. and Mrs. Scott Haselton spent Christmas at the home of her grandparents, Mr. and Mrs. Claude E. Allen, 61 Bonita avenue, with her arm in a cast, as the result of a fracture she sustained last week when she slipped on the polished floor of the Allen home.

Miss Hazel Bankens of Canton, South Dakota, who will graduate in June from the University of California, and Peter Porterfield, son of W. L. Porterfield of Long Beach, were visitors at the J. E. Olson home Saturday, enroute to Arrowhead for the weekend, and announced their engagement.

Mr. and Mrs. F. H. Hartman and Rudolph and Robert Hartman enjoyed a drive Wednesday to the Sylvia Park Country Club in Topanga Canyon, in which Mrs. Hartman recently won a life membership.

Where's George?



gone to . . .
PITZER & WARWICK

"To be well-groomed," says George, "a man needs a Pitzer & Warwick Tuxedo and Accessories."

321 E. COLORADO ST.
PASADENA

1940

A New Year's Wish

To Our Many Friends:

"That your pathway may be
strewn with Happiness and
Prosperity during the coming year"

Sierra Madre Hardware Co.

EATON'S Santa Anita

Southern California's newest and most picturesque eating-place welcomes those who appreciate fine foods, properly prepared, and served in the gracious manner at considerate prices for every purse.

FRIDAY, DECEMBER 29th

marks the opening of this institution that combines the convenience of a Drive-in with the tang of a Barbecue; speed of a Coffee-Shop and romance of a Patio; plus the luxurious Dining Rooms and colorful Cocktail Lounge for gala get-togethers.

Midst towering oaks of the historic old Rancho Santa Anita will be served the same superb Kansas City charcoal broiled Steaks and colored Eastern Chickens, fried to perfection, that have made famous the name of Eaton in Los Angeles, Beverly Hills and the San Fernando Valley.

EATON'S Santa Anita

Colorado Boulevard at Michillinda

Drive-in and Coffee Shop open from
10 a. m. Service from noon in Dining
Rooms, Patio and Cocktail Lounge.



What A Girl Sees Ramblin' 'Round

FINEST holiday decorations Sierra Madre has ever had in its business district didn't look so hot Christmas morning.

TRUTH about ADVERTISING

By CHARLES B. ROTH

WHAT ABOUT PRICE?

"A WOMAN," once remarked the famed Hoosier humorist Abe Martin, "will buy anything she thinks the store is losing money on."

That was merely a funnyman's way of saying that in all our buying price is a most important consideration—the one thing with which we are concerned every time we spend a cent.

Now what really constitutes price and how are prices established? Without getting too deep into economic principles, we know that prices are established by what is called the law of supply and demand.

With a hand for anything exceeds under a billow of prices go up. Conversely, old 1939 supply is plentiful but the stage is set for prices to go down. But this law won't be tampered with and men, shrewd, scheming and selfish, step in and raise prices and gouge us by making us pay them? They could, you know, and we would not be any the wiser.

Our safeguard against this is the advertising we see in the newspapers. That protects us. Under our competitive system of buying and selling, one merchant vies with another merchant for our trade. Each



Charles Roth

comes out publicly in the newspapers with his price. We consult these prices before we buy.

Seen in this light, advertising becomes the informant that prevents dishonest sellers from taking advantage of us and our ignorance of prices we might have to pay.

A recent mystery drama has the villain contriving to plunge the city into complete darkness for one night, so that he and his henchmen can dash in and make away with their loot. "We who have something dastardly to put over," he observed, "must needs fear the light."

High prices, skimpy quality, gyp products also must needs fear the light. That is why they are cloaked in such phrases as: "We don't advertise. We pass the savings along to you." "Why pay the high cost of advertising? We put it into our goods," etc., etc.

But the merchant who advertises uses the light of advertising, and asks you to compare his goods and his prices and to find out before you buy. You can always pay his price, because it is the right price. That you know because the protective power of advertising has told you that it is.

And this protective power of advertising is working for you every time you unfold your newspaper and read an advertisement. That black print on white represents a buying guide which is worth several hundred dollars a year to you and your family.

© Charles B. Roth.

A Lightweight BICYCLE for hill climbing

BICYCLES GEARED TO SUIT



JOHN'S BICYCLE SHOP

42 No. Fair Oaks
SY. 2-4767
Pasadena

1453 No. Lake Ave.
SY. 4-2433
Pasadena

FREE DELIVERY AND PICK-UP

Best Wishes for a

Happy New Year

from

Happy's LIQUOR STORE

Telephone 68
Free Delivery

bulbs Christmas evening and had their trees looking reasonably good again... But the bulb thefts continued Monday night and again Tuesday night. By Wednesday the once splendid decorations looked little short of frightful and the Chamber of Commerce requested that the trees all be taken down by yesterday, which was done. THE NEWS should probably feel grateful that the light string that carried its bulbs was passed up by the vandals... Even the string of lights around the P. E. station triangle, suspended 12 feet in the air, did not escape. Thirty-eight of the large red and green bulbs were stolen... Of all the business places we discussed the matter with, "Shorty" Steinberger was the only one to boast that the tree in front of his service station had not been molested... It doesn't sound so good for the city's youth, or the training some of it apparently receives... after all it wasn't Halloween, either. Some of the outdoor decorations in the residential areas were exceptionally cheerful and reflected great credit upon the good souls who sought to spread the Christmas spirit throughout their city and especially among their neighbors... Many garden and lawn decorations in the Rancho Santa Anita and Santa Anita Oaks districts were little short of gorgeous Christmas eve and we are mightily pleased that we did not miss the almost unbelievably beautiful displays on every hand in Beverly Hills... The well informed resident of the district who drove us through informed us this year's decorations outshone all previous efforts of the community.

Interviews with our hometown merchants have been interesting

PUBLIC NOTICE

NOTICE OF TRUSTEE'S SALE
On January 8th, 1940, at 10 o'clock A.M., at the Easterly entrance of the Hall of Justice, in the City of Los Angeles, California, Arthur C. Johnson and W. A. Hale, as joint tenants, as Trustees under the deed of trust made by William B. Clark and Ruby A. Clark, husband and wife, and recorded April 13, 1938 in Book 15721, Page 121 of Official Records of Los Angeles County, California, given to secure an indebtedness in favor of Home Owners' Loan Corporation, a corporate instrumentality of the United States of America now owned and held by said corporation, by reason of the breach of certain obligations secured thereby, notice of which was recorded September 7, 1939, in Book 16825, Page 219, of said Official Records, will sell at public auction to the highest bidder for cash, payable in lawful money of the United States at the time of sale, without warranty as to title, possession or encumbrances, the interest conveyed to and now held by said Trustee under said deed of trust, in and to the following described property, to-wit:

The West fifty (50) feet of Lot fifteen (15) and the East fifty (50) feet of Lot sixteen (16) and Lots seventeen (17) to nineteen (19) inclusive and twenty-four (24) to thirty (30) inclusive of Wheeler Heights, in the City of Sierra Madre, County of Los Angeles, State of California, as per map recorded in Book 8 page 5 of Maps, in the office of the County Recorder of said County, for the purpose of paying obligations secured by said deed including fees, charges and expenses of the Trustee, advances, if any, under the terms of said deed, interest thereon and \$6,572.30, in unpaid principal of the note secured by said deed, with interest thereon from November 13, 1938, as in said note and by law provided.

Dated: December 9, 1939.

ARTHUR C. JOHNSON,
and W. A. HALE,
as joint tenants, Trustees.

H. LANDON MORRIS, Atty.
900 Spring Arcade Bldg.,
Los Angeles, Calif.

Publish Dec. 15, 22, 29, 1939.

PUBLIC NOTICE

CERTIFICATE OF BUSINESS FICTITIOUS FIRM NAME

THE UNDERSIGNED does hereby certify that she is conducting a Beauty Shop business at 5 Kersting Court, City of Sierra Madre, County of Los Angeles, State of California, under the fictitious firm name of ELLENS BEAUTY SHOP and that said firm is composed of the following persons, whose names and addresses are as follows, to-wit:

Mary Haskell, 1705 Edgewood Drive, Alhambra, Calif.

WITNESS my hand this 6th day of December, 1939.

MARY HASKELL.

STATE OF CALIFORNIA

County of Los Angeles ss.

ON this 6th day of December, A.D., 1939, before me, R. E. Reed, a Notary Public in and for said County and State, residing therein, duly commissioned and sworn, personally appeared MARY HASKELL, known to me to be the person whose name is subscribed to the within Instrument, and acknowledged to me that she executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

R. E. REED

Notary Public in and for Said County and State.

My Commission Expires February 1, 1942.

Publish 13-16

Advise Motorists To Get Their New Plates Early

First item of business on California motorists' 1940 calendar will be the renewal of automobile registration and obtaining new license plates.

Advising motorists to apply early to avoid the usual final rush, the Automobile Club of Southern California has issued a reminder that the official period opens Tuesday, January 2, and will continue to midnight, February 4.

The State Department of Motor Vehicles has announced that postcards stating the amount of registration and license fees due would be mailed to all registered motorists this week. This should be presented upon renewing registration along with the proper payment and the 1939 registration certificate properly signed and bearing the correct address.

this week... Almost without exception they were well pleased with the Christmas buying of their friends and neighbors this year, doing more business than they had hoped to do... Some are so well pleased with the outlook they seem disposed to make a New Year's resolution to take the local public more into their confidence through the advertising columns of THE NEWS... and we're sure that would increase their business and raise their spirits.

Take warning, girls!... 1940 means Leap Year, established by tradition as woman's 12-month open-season on the wary male... Hurrying into print with its latest population data, the Bureau of the Census gives advance notice of the best hunting grounds for women nimrods in search of quarry... Girls in the West have an odds-on break over their Eastern competitors for husbands. The Census Bureau reports that the highest percentage of marriageable men is concentrated in the area west of the Mississippi, with the thickest stamping ground of eligible males being quartered in the Rocky Mountain region... Nevada, a place where a great many women lose their husbands, is also a good place for finding one. Its single men outrank women by forty per cent. Wyoming, Montana and Arizona follow, with the next highest number of available bachelors.

The West—make no mistake about it—is still the land of promises... And though the people of the Rockies can say there's gold in their mountains, they also claim on the basis of the census reports that there's golden weddings "in them there hills"—for those that have a will and a way!

—Jean Ward, hitting for Viola Backes.

YOUR "SHIP WILL COME IN" Sooner By the Aid of Newspaper ADVERTISING



OBITUARY

LELA RUTH KENNAN

Lela Ruth Kennan, 224 Santa Anita court, died on December 26 at the age of 15. Miss Kennan was born in La Habra, was a member of the Baptist Church of La Habra and is survived by her mother, Annie Kennan; father, Edward Kennan; a brother, Lee Arnold, and a sister, Margaret Rose, all of Sierra Madre. Funeral services were held at Grant Chapel at 2:30 p.m. Thursday, with Rev. Dow of the La Habra Baptist Church and Rev. Stewart R. Sheriff officiating. Mrs. Gordon Brooks was the soloist. Interment was at Mountain View Cemetery.

MAY SQUIRE

May Squire, 810 Doreen street, El Monte, passed away December 24th, at the age of 74. She was born in Worthington, Indiana, and a former resident of Sierra Madre. She was a member of the Bethany Church for many years. Services were held at 2 p.m. Wednesday with Rev. Stewart Sheriff officiating. Mrs. Gordon Brooks of Sierra Madre was the soloist. Interment was at Sierra Madre Cemetery. The deceased is survived by a great niece, Miss Grace Fellows.

Father Sage Says:

The place you are least likely to find a cigaret is in one of those fancy boxes that are scattered through the rooms of every house.

Buy, Rent or Sell a Home through us

J. C. LOOMIS
Real Estate — Insurance
Hotel Sierra Madre Patio
Phone Custer 011

DIVIDEND PAYMENT

The Board of Directors has declared a dividend for the period commencing July 1st, 1939, and ending December 31st, 1939, payable December 31st.

Funds Invested

On or before January 10th, 1940, will be entitled to the full semi-annual dividend on June 30th, 1940.

ALL ACCOUNTS INSURED UP TO \$5000

by the Federal Savings and Loan Insurance Corporation of Washington, D. C.



The officers and directors of this association are Pasadena businessmen who will be glad to explain how to invest, save or borrow with confidence in an insured association.



BOARD OF DIRECTORS

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FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION OF PASADENA

348 East Green Street

SY. 6-6107

Chartered and Supervised by United States Government

A Happy New Year

★ The Southern California Edison Company desires to extend New Year's Greetings to the members of its family. Whether you are a customer, stockholder or employee, or "three in one," you are a member of the Edison Company. ★ As employees of the Edison Company, we are glad to have had the opportunity to serve you, and we are proud of the electrical service which we have a part in providing. ★ May 1940 bring happiness to you and your family and progress to our community.

A. W. ALTHOUSE
Division Manager
FRED SCHWARTZ
District Manager

SOUTHERN CALIFORNIA EDISON COMPANY LTD.

Mortals must change their ideals in order to improve their models.—Mary Baker Eddy.

GOULD'S Pre-Inventory Sale 100 Pianos to Select From

New and Used
GRANDS
PRICED AS LOW AS \$159

SPINNETS
PRICED AS LOW AS \$145

UPRIGHTS
PRICED AS LOW AS \$39

Hardman, Harrington, Wurli-
zer, Story & Clark, Gulbransen,
Mini-Piano, many others
LOW TERMS

C. J. Gould Music Co.
Open Evenings
967 East Colorado St.
Pasadena SY. 6-5189

MUCH IN STORE FOR PEOPLE OF THIS STATE IN 1940 IF THEY ACT RATIONALLY, LEADER SAYS

By RALPH H. TAYLOR
(Executive Secretary, Agricultural
Council of California)

IN a few days, California citizens will eagerly turn the first pages of The Book of 1940—scanning the New Year's introductory chapter with renewed hope of better things to come!

It is one of mankind's happiest faculties that yesterday's difficulties and disappointments are quickly put aside and forgotten when hope paints a rainbow across tomorrow's horizon.

And in California—despite labor disputes the unsolved migrant problem, relief rolls which increase even in face of improved business conditions, and all the other trials and tribulations which the state is currently heir to—there is more reason to look forward to 1940 with new hope and

new courage than elsewhere in the Nation.

There is more wealth in California farm lands, acre for acre, than in any other State in the United States. And as past experience has demonstrated, the California farmer—given half a chance—is as good as his acres, with a capacity to produce more for less than any other farmer in America. He knows his business; if conditions change, he changes with them—and strikes out on a new front, with resourcefulness and determination, to win new markets for his products.

California's industries and farming business enterprises, too, have grown with amazing rapidity to dominate their fields in the West and, in many instances, in the nation at large. With more firms constantly looking Westward for new factory locations, close to their sources of raw materials, the claim that California will eventually surpass New York and the New England States as the Nation's industrial center, is no longer carelessly disregarded. For California already has forged to first position in several branches of industry, just as it has become the Nation's No. 1 farm state—and now ranks seventh among all the states in the whole field of manufacturing and processing.

The natural wealth is here. People with courage are here. There is a love of adventurous living and pioneering here. There is a tremendous will to achieve here. And there is a bright New Year beckoning for new accomplishments—challenging California to measure up to its destiny and aid in the re-birth of a nation.

How can the people of California, during 1940, need to learn to live together—rationally and intelligently, with respect for each other's rights and opinions, with more honest understanding and less bullheadedness. They need to tack up on the wall as their New Year's slogan that simple motto: "All for One, and One for All!" That's quite a big order for one year—in view of the bitterness and distrust which have split California into violently fighting camps during the depression—but there are hopeful signs that at least a start can be made toward

achieving the objective. More than all else, California needs to achieve labor peace during 1940. And every California citizen worth his salt, whether worker or employer, ought to put his mind and his heart in the job of achieving it!

Thousands of California workers, during the closing months of 1939, have indicated that they are growing weary of labor bosses who call strikes without reckoning the consequences and who try to instill the idea in the minds of their men that all employers are "enemies." And most employers, in this writer's opinion, are more ready to acknowledge that the laborer is worthy of his hire and is fully entitled to share in any new prosperity that Californians can build together. It so happens that most employers were workers a few years back—and most of the captains of industry of tomorrow are workers now, probably with an eye on their final objective. That's the American way—and California needs to return to it!

California, too, needs to tackle its relief problem, its migrant problem and its tax problem—intelligently and vigorously. Most Californians are beginning to learn that when government plays Santa Claus the taxpayers are stuck with the bills after Christmas. And the recent vote on the Ham and Eggs pension scheme, together with other indications, points to a return to sanity. But if California is to escape new and burdensome taxes, the relief situation must be cleaned up; chiselers and racketeers must be cleaned out, and migrants must be supported by the federal government, or returned to the states of their origin. That, too, is an important New Year's objective.

Most of all, California citizens just need to resolve to be good citizens—and if they keep the resolve, Happy New Year will be more than a good-natured greeting; it will be a welcome reality.

Reemployment Plan To Be Discussed At Woman's Club

A detailed presentation of the reemployment plan of John S. Richards, which deals with the assimilation of migrant labor in the state, will be given at a meeting of the legislative section of the Woman's Club next Wednesday morning at 10 o'clock at the Woman's clubhouse, when Mrs. Katharine Kilbourn of the SRA will speak on "Californians Pressing Problems in Education and Economics and the Average Club-woman."

A tour of the Huntington Library Gardens sponsored by the garden section will follow a picnic luncheon at the clubhouse. Aloes at the Gardens are at their best, and all women of the community are invited to attend both section meetings and enjoy the tour. Reservations may be made at 2763.

PUBLIC NOTICE

NOTICE INVITING SEALED PROPOSALS FOR BOOSTER PUMP, MOTOR AND STARTER. Notice is hereby given that sealed bids will be received by the City Council of the City of Sierra Madre, at the office of the City Clerk, City Hall, Sierra Madre, California, up to 8 o'clock p.m., on Tuesday, January 9, 1940, to furnish to the City of Sierra Madre, F.O.B. the Central Pumping Plant in Sierra Madre, one (1) horizontal water booster pump with electric motor and magnetic starter capable of delivering 2,000 G.P.M. against a 340 ft. head.

The pump and motor are to be installed by bidder upon foundation constructed by City of Sierra Madre.

Bidder may bid upon the boosting unit complete with motor and starter or separate bids may be submitted for pump, motor or starter.

Specifications for the above are on file in the Office of the City Engineer of the City of Sierra Madre.

Pursuant to the Statutes of the

54,700 Residents Of Los Angeles County Will Receive Increases In Old Age Pensions During The New Year

Checks for the county's 54,700 beneficiaries of old age security will go out on schedule next month despite the heavy office detail involved in adding a \$5.00 raise to each check, effective January 1.

This was assured Tuesday when the Board of Supervisors approved a recommendation of Wayne Allen, chief administrative officer. "There will be no delay in getting these checks out," Allen tersely promised.

Under the new scale, the Federal government will pay half the amount up to a \$40.00 maximum, instead of a \$30.00 maximum. Thus in cases where the maximum is received, the federal amount.

government will contribute \$20.00 instead of \$15.00, with the county and state each paying \$10.00.

In cases of smaller checks, however, the contribution of the state and county will be boosted. In the case of a \$20.00 monthly check, for example, the federal government now gives \$10.00 with the state and county sharing the \$10.00 balance; but with this amount increased to \$25.00, the federal government will contribute \$12.50, with the state and county paying \$6.25 each.

The increased allotments result from the action taken at the last session of the Legislature which provided for a \$5.00 increase in each check regardless of its amount.

Mr. and Mrs. J. C. Dickson, 169 West Montecito avenue, were entertained at dinner Christmas eve at the home of Arthur Sackett in Alhambra, and attended vesper services at the Alhambra Methodist Church. At the close of the services they went to the home of their daughter, Mrs. J. C. LeGuin for a Christmas tree party.

Miss Mildred and Clifford LeGuin entertained 17 at Christmas dinner at the home of Mr. and Mrs. Dickson.

Answers

(Questions on Page 1)

1—Santa Clara university, which was founded in 1853 by the Franciscan fathers.

2—Diphtheria anti-toxin is obtained from the blood of the horse.

3—Nordhoff and Hall, who have written several other adventure stories for men.

4—Eleanor Holm (Jarrett), who holds the backstroke record for 200 meters.

5—Wipe them, after washing, with a clean soft rag slightly moistened with glycerine.

6—The city of San Francisco boasts the two largest bridges in the world.

7—George Gershwin wrote "Porgie and Bess." He was assisted by his brother, a lyricist, Ira Gershwin.

8—A U.S. representative holds office for two years.

9—Opium is derived from the Latin word opium, or Greek opion, meaning poppy juice. It is a powerful narcotic made from poppies.

10—No, it is considered the height of bad manners to eat with your elbows on the table.

Round The Town

Mr. and Mrs. Glenford Dennee and son Glennie, of San Jose, spent Tuesday and Wednesday with Mrs. Dennee's mother, Mrs. Nello Vieira of Woodland drive. Miss Beth Harvey of San Gabriel court returned home with the Dennees for a two weeks visit.

Miss Bette McLean of Long Beach spent the Christmas holidays with her mother and sister, Mrs. Kim McLean and Miss Helen McLean of Cypress Court. Other guests were Mr. Wendall and Durdward Buys also of Long Beach.

State of California, and/or local laws applicable thereto, the City Council of the City of Sierra Madre has ascertained and determined the general prevailing rate of per diem wages and of overtime wages per diem, in the locality in which this work is to be performed for each craft or type of workmen or mechanic needed to execute the contract. The prevailing rates so determined are as follows:

Craft or Type Per Diem Rate
Cement Finisher\$10.00
Laborer 5.00

Any classification omitted herein, not less than sixty-two and one-half cents per hour.

Legal holidays and overtime work—one and one-half time the above rate.

The per diem wages listed above are based on the customary eight hour working day and when less time is worked per day, the amounts paid shall be the pro rata of the amounts listed above.

It shall be mandatory upon the contractor to whom the contract is awarded and upon any subcontractor under him, to pay not less than the said specified rates to all laborers, workmen and mechanics employed by them in the execution of the contract.

Each bid must be accompanied by a certified check payable to said City of Sierra Madre, in an amount not less than 10% of the price bid as a guarantee that the bidder, will, if awarded the contract, execute a satisfactory contract.

The City Council of said City of Sierra Madre reserves the right to reject any or all bids.

By order of the City Council of the City of Sierra Madre.
WAVERLY E. PRATT
City Clerk of the City of Sierra Madre

The Penguin

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ROUND
AND SAYS
NOTHING

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A MARKET
FOR
PENGUIN
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and
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Pasadena
MONDAY, JAN. 1

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of Roses and Football
traffic worries,
or fees, yet with
and safety on the
Railway and Motor
The Parade starts
p.m.—and the Football
Rose Bowl starts at 2:
Reservations and Start
For information (see)
Motor Coach service and fares to Pasadena on Jan. 1st, consult local Pacific Electric or Motor Transit Agent.

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Business and Professional Directory

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<p>Telephone Rent Paid? DISCOUNT IF PAID BY 20th Office Hours: 8 a.m. to 5 p.m.</p> <p>Optometrists Established 1907 William G. Barks, Opt. D. Optometric Eye Sight Specialist 509 S. Myrtle Ave., Phone 173 Monrovia, California</p> <p>Plumbing Harry S. Barrington 12 North Baldwin Ave. Plumbing Repairs a Specialty Federal Water Heaters Telephone Sierra Madre 431</p>	<p>Physicians and Surgeons</p> <p>Geo. W. Groth, M.D. 94 N. BALDWIN Phone 20</p> <p>M. H. A. PETERSON, M.D. Physician & Surgeon New Location 95 West Sierra Madre Blvd. Phone 60 --- Residence Phone 78 Hours 2 to 4 p.m. Daily except Saturday and Sunday and by appointment</p> <p>Nathan Jacobs, M.D. Physician and Surgeon Office—55 Auburn Avenue Phone 37 Hours 12-2; 6-8 Also by Appointment</p>	<p>ATTORNEY AT LAW Kenneth C. Wiseman 2111 South Second Ave., Arcadia Telephone ATwater 7-1219 L. A. Office, 424 Black Bldg. Telephone MUlue 5922 Hours by Appointment</p> <p>Miscellaneous</p> <p>Buy Good Used Storage Furniture and save money. Large selection, Liberal credit</p> <p>Pasadena Storage Co. 55 SOUTH MARENGO Pasadena</p>
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<p>Geo. R. Miller & Co. Incorporated SECURITY DEALERS Glen M. Ogg 258 N. Mountain Trail Sierra Madre, Calif. Corner Euclid and Green Custr 1724</p>	<p>Maybe You Can Make Money Without ADVERTISING—</p> <p>But why try?</p>	<p>ARCADIA THEATRE 44 E. Huntington Drive Arcadia Phone ATwater 7-2661 Friday, Saturday, Dec. 29, 30 Jane Withers, Ritz. Bros. in "Pack Up Your Troubles" —also— MARX BROTHERS KENNY BAKER in "AT THE CIRCUS" Sunday, Mon., Tues., Wed. Dec. 31, Jan. 1, 2, 3 "Hollywood Cavalcade" with Don Ameche, Alice Faye —ALSO— "JAMAICA" with Charles Laughton Continuous Show, 7 to 12 NEW YEAR'S EVE Confetti, Noisemakers, etc.</p>

ASK CITIZENS AID IN TAKING OF CENSUS

Continued from Page One

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- Gets a Degree
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- Has a Baby
- Has a Fire
- Has an Operation

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in January, some three months ahead of the counts of population, agriculture and housing, which begin April 1, according to law.

The general citizens' committee will be organized soon, and will be asked to appoint subcommittees on business and manufactures and on publicity, which will start at once supplying information to business interests concerning the nature of questions to be asked them and the significance of these questions to the nation's business as a whole.

In a statement addressed to the Citizens of Sierra Madre yesterday, Mayor Schlitz said:

"In order that we may acquaint ourselves with a complete census of our business, population, drainage, housing and unemployment, I am appealing to our local citizens for their full co-operation in this matter.

"The purpose of the various enumerators that will call upon you within a short time is intended to create a spirit of cooperation on the part of all the residents of Sierra Madre to the end that individuals and business concerns will report freely to the enumerators with the full assurance that, under the law, all of the information they give is confidential; that the Census Bureau does not and cannot under the law reveal any facts about a specific individual or firm, and that the information can be used only in statistical form.

"It is important that everyone is advised that their individual census reports are not available for the purposes of taxation, investigation, military or naval purposes, nor will it be available to any other agency or individual either in or outside the Government.

"The law requires firms and individuals to give census information and the same law requires that census officials keep it confidential. There are penalties for violation on either side.

"As your Mayor, I ask all of our good citizens to meet this issue in the same spirit that gave birth to census taking and accord every courtesy to those duly appointed to participate therein."

Sierra Madre Has A Joyous Christmas

Continued from Page One

around the festive board for a real old fashioned dinner. Present were Mr. and Mrs. Kenneth S. Pickett who spent the holidays with Mr. and Mrs. Hays; Mrs. Dorothy S. Jacobson and children Claire, Ardis Mae and Edwin of Oro Grande; Charles Hines, Billy Herron, Floyd Parks, and James Hurt from the aircraft carrier, U.S.S. Lexington, and Carl S. Veder of Arcadia, Iowa. On Christmas Day Mr. and Mrs. Hays held open house for their friends.

Mrs. W. A. Gerry, 146 South Hermosa avenue, attended a family dinner party Christmas day at the home of Mrs. Edwin Krouse in Los Angeles.

A dinner party for 12 out-of-town guests which was followed by open house during the afternoon and evening, were the Christmas eve activities of Mr. and Mrs. Perry E. Kellogg, 425 West Sierra Madre blvd. who on Christmas day were guests of Mr. and Mrs. Joseph Helmer at their Los Angeles home.

Mr. and Mrs. Harry A. Howard and Mr. and Mrs. Clarence Howard were among a party of 19 entertained at Christmas dinner at the home of Mr. and Mrs. P. J. Beaver, in Pasadena.

Mr. and Mrs. W. S. Hull and daughter Cynthia were entertained at Christmas dinner at the home of Donald McCreery in Pasadena and on Christmas day were hosts to Mr. and Mrs. N. W. Hull of Alhambra.

Mr. and Mrs. Boyd Keith and family enjoyed Christmas eve at the home of Mr. and Mrs. William Roether in Arcadia. Christmas night Mr. and Mrs. Keith were among a large party entertained at the Monrovia home of Dr. O. O. Force.

Mr. and Mrs. C. G. Huntsinger and sons Stanley and Lowell; their house guests, Mr. and Mrs. Charles Miller of Indianapolis, and Mrs. R. C. Sullivan were dinner guests at the home of Mr. and Mrs. W. J. Price in Huntington Park.

Mr. and Mrs. F. D. R. Moore and family entertained at a house party for 20 guests Christmas weekend. Among those present were Mr. and Mrs. J. Chester White of Brawley; Miss Edith Mae White of Berkeley; John White of San Francisco; Dr. and Mrs. Graeme C. Smith and son Bobby Bruce of Los Angeles; Mr. and Mrs. Harvey Cheeseman and sons Donald and Kenneth of Glendale; Miss Anne McGuffin and daughter Miss Ann McGuffin of Westwood; Mrs. Martha Rust of Pasadena, and Dwight Poundstone of Los Angeles.

Guests of Mr. and Mrs. Edward Costetti and Mrs. W. H. Murray, 88 West Grand View avenue, were Mr. and Mrs. Rico Cecarzi and son Jack of Cottonwood, Arizona, who are houseguests at the Costetti home; Mrs. Harry Bourne, Miss Minnie Davis, Miss Louise English and Miss Godfrey, of Sierra Madre, and Mrs. Charles Gland of Long Beach.

Mr. and Mrs. J. Ed Sheehy of Palo Alto, and Miss Ruth Mylott arrived Saturday at the home of Mr. and Mrs. Thomas Mylott, 696 Woodland drive, and on Christmas eve the party accompanied by John Mylott went to the Los Angeles home of Mr. and Mrs. John Emrick, where they were guests Christmas day.

In accordance with their yearly holiday custom, Mr. and Mrs. Ralph Solury held open house Christmas day and enjoyed greeting many Sierra Madre friends and also many from San Francisco, Los Angeles and vicinity.

Miss Cecil Sterling Price and Mrs. Josie Price spent Christmas weekend at Twenty Nine Palms from where they enjoyed a trip to the Wonderland of Rocks in the Joshua National Forest.

Postmaster and Mrs. R. O. Calkin and Mr. and Mrs. Pierson B. Miller were guests at the home of Rev. and Mrs. Franklin H. Miller, in Pasadena.

Mrs. Jennie Virgin of Los Angeles enjoyed Christmas with Mr. and Mrs. Clarence Virgin and Mrs. Ella A. Cadmus at the Cadmus home, 601 Woodland drive.

Mr. and Mrs. Perry Kortkamp of Hollywood and Glenard Burris were dinner guests of Mr. and Mrs. Percy C. Kortkamp, 32 Park avenue. Before her marriage to Perry Kortkamp was Miss Jean Thompson of Beverly Hills.

Mr. and Mrs. J. S. Billheimer motored to Ripon last Saturday with Dr. and Mrs. Phillip Murdoch, and were guests for the holidays at the home of Mr. and Mrs. George R. Davis.

Mrs. Lillian Young Clark and Mr. and Mrs. Carl Young were entertained on Christmas by Mr. and Mrs. Jack Young of Playa del Rey, and on Christmas eve were guests of Mr. and Mrs. Frederick McLellan of Monrovia, who also entertained the James McLellan family.

Christmas eve and Christmas day guests of Mr. and Mrs. George Seeley were Mr. and Mrs. Earl Montgomery of Oakland, and Mr. and Mrs. Lyle Montgomery of Sierra Madre.

Travel World For 42 Years To Find Their Ideal Home By A Chance Visit To Little Sierra Madre

It was a Merry Christmas in Sierra Madre for Commander and Mrs. C. E. Rappolee of 491 West Montecito avenue, who are looking forward to the happiest years of their lives in a community whose charm never ceases to interest them.

After 42 years service in Uncle Sam's navy that took them over much of the world, the Commander and his wife set out to see America—and anchored off the beaten path in what they now call their hometown, a year ago.

During a temporary residence in Long Beach after touring 38 states, they visited Sierra Madre for the first time, were attracted to the community as the perfect place to establish themselves, and within the week purchased the home on West Montecito avenue.

"This is a new life for us," said Mrs. Rappolee in talking to us this week, "for we are rapidly laying aside all forms and ceremonies. Here we have met many folks who are genuine and very human like ourselves. Our yard—flowers, berries, all kinds of vegetables and citrus fruits—we have claimed many hours or our time, but every hour spent out of doors has been a perfect delight and no day, so far, has been long paper in the Sierra Madre-Arcadia-Monrovia area.

along."

In their garden which possesses one of the finest specimens of deodar trees in the foothill district as well as many other types of ornamental and fruiting trees and shrubs the Rappolees have built an informal dining patio and grill, where friends spend many happy evenings.

Roses which enjoy a formal garden receive most of Mrs. Rappolee's time, who seated before the fireplace, so that her view overlooks the rose garden, says, "We have tried to make our house a home. Each wall has its part in shaping the home, and we can say, mid pleasures and palaces, our dear little old shanty hidden behind the trees is truly our paradise in dear Sierra Madre."

—Margaret Eliason.

HINOJOS BUYS HOME MOVES TO MONROVIA

Everett Hinojos, resident of Sierra Madre for more than 20 years, has bought a home on North Myrtle avenue in Monrovia, and he and his family have moved to Monrovia where he is the operator of the bowling center and makes his headquarters as agent for a Los Angeles news-cadencia-Monrovia area.

A Good Resolution

for any Sierra Madrean . . .

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Best Wishes

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Safeway Store
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